

**IN THE CLAIMS**

*Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by strikethrough and underlining. This listing also reflects any cancellation and/or addition of claims.*

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1. (Originally presented) A method for creating a virtual media channel at an end user, comprising:  
receiving a first signal including national programming;  
receiving a second signal including local programming;  
receiving a network command originating from somewhere other than the end user; and  
switching between said first and second signals in response to said network command, wherein said switching occurs at the end user.
2. (Originally presented) The method of claim 1, further comprising:  
receiving a second network command; and  
switching back between said first and second signals in response to said second network command.
3. (Originally presented) The method of claim 1, wherein said receiving a first signal comprises receiving a satellite signal including national programming.
4. (Originally presented) The method of claim 1, wherein said receiving a first signal comprises receiving a direct broadcast satellite signal including national programming.
5. (Originally presented) The method of claim 1, wherein said receiving a first signal comprises receiving a cable signal including national programming.
6. (Originally presented) The method of claim 1, wherein said receiving a second signal comprises receiving a broadcast television signal including local programming.

7. (Originally presented) The method of claim 1, wherein said receiving a second signal comprises receiving a digital broadcast television signal including local programming.
8. (Originally presented) The method of claim 1, wherein said receiving a second signal comprises receiving a cable signal including local programming.
9. (Originally presented) The method of claim 1, further comprising storing said second signal at the end user.
10. (Originally presented) The method of claim 9, wherein said switching between said first and second signals comprises switching between said first signal and said stored second signal in response to said network command.
11. (Originally presented) The method of claim 1, further comprising storing said network command at the end user.
12. (Originally presented) The method of claim 1, wherein said receiving a network command comprises receiving a network command including a time to switch between said first and second signals.
13. (Originally presented) The method of claim 11, wherein said receiving a network command comprises receiving a network command including a time to switch between said first and second signals.
14. (Originally presented) The method of claim 13, wherein said switching between said first signal and said second signal comprises switching between said first signal and said second signal at said time to switch included in said network command.
15. (Originally presented) The method of claim 14, further comprising storing said second signal at the end user.

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16. (Originally presented) The method of claim 14, wherein said switching between said first signal and said second signal at said time to switch comprises switching between said first signal and said stored second signal at said time to switch.

17. (Originally presented) A method for creating a virtual media channel at an end user, comprising:

receiving a first signal including a first program stream;

receiving a second signal including a second program stream;

receiving a command originating from somewhere other than the end user; and

switching between said first and second signals in response to said command, wherein said switching occurs at the end user.

18. (Originally presented) The method of claim 17, wherein said receiving a first signal comprises receiving a first signal including a national program stream.

19. (Originally presented) The method of claim 18, wherein said receiving a second signal comprises receiving a second signal including a data stream.

20. (Originally presented) The method of claim 18, wherein said receiving a second signal comprises receiving a second signal including a national program stream.

21. (Originally presented) The method of claim 18, wherein said receiving a second signal comprises receiving a second signal including a local program stream.

22. (Originally presented) The method of claim 17, wherein said receiving a first signal comprises receiving a satellite signal including a first program stream.

23. (Originally presented) The method of claim 17, wherein said receiving a first signal comprises receiving a cable signal including a first program stream.

24. (Originally presented) The method of claim 17, wherein said receiving a first signal comprises receiving a broadcast television signal including a first program stream.

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25. (Originally presented) The method of claim 17, wherein said receiving a first signal comprises receiving a digital broadcast television signal including a first program stream.
26. (Originally presented) The method of claim 25, wherein said receiving a digital broadcast television signal comprises receiving a digital broadcast television signal including a data stream.
27. (Originally presented) The method of claim 17, wherein said receiving a first signal comprises receiving a first signal including a local program stream.
28. The method of claim 27, wherein said receiving a second signal comprises receiving a second signal including a local program stream.
29. (Originally presented) The method of claim 27, wherein said receiving a second signal comprises receiving a second signal including a data stream.
30. (Originally presented) A receiving device located at an end user comprising:  
a first receiver channel that receives a first signal including a first data stream;  
a second receiver channel that receives a second signal including a second data stream;  
a third receiver channel that receives a third signal including a network command originating from somewhere other than the end user; and  
a switch that switches between said first receiver channel and said second receiver channel based on said network command.
31. (Originally presented) The receiving device of claim 30, further comprising a storage device.
32. (Originally presented) The receiving device of claim 31, wherein said storing device stores said first data stream.
33. (Originally presented) The receiving device of claim 31, wherein said storing device stores said network command.

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34. (Originally presented) The receiving device of claim 30, wherein said first receiver channel comprises a direct broadcast satellite receiver channel.

35. (Originally presented) The receiving device of claim 30, wherein said first receiver channel comprises a broadcast television receiver channel.

36. (Originally presented) The receiving device of claim 30, wherein said first receiver channel comprises a digital broadcast television receiver channel.

37. (Originally presented) The receiving device of claim 30, wherein said first receiver channel comprises a cable receiver channel.

38. (Originally presented) The receiving device of claim 34, wherein said second receiver channel comprises a broadcast television receiver channel.

39. (Originally presented) The receiving device of claim 38, wherein said second receiver channel comprises a digital broadcast television receiver channel.

40. (Originally presented) The receiving device of claim 31, wherein said switch switches between said first receiver channel and said storage device based on said network command.

41. (Originally presented) The receiving device of claim 30, wherein said second receiver channel and said third receiver channel are the same.

42. (Originally presented) The receiving device of claim 31, wherein said first receiver channel comprises a telecommunications channel.

43. (Originally presented) The receiving device of claim 42 wherein said first data stream is received on said telecommunications channel and cached on said storage device.

44. (Originally presented) A receiving device comprising:  
a first receiver that receives a first data stream from a direct broadcast satellite system;

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a second receiver that receives a second data stream from a broadcast television system;  
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a switch connected to said first receiver and said second receiver and responsive to a network command.

45. (Originally presented) The receiving device of claim 44 wherein said second data stream includes local programming.

46. (Originally presented) The receiving device of claim 44 wherein said second data stream includes data files.

47. (Originally presented) The receiving device of claim 44 further comprising a storage device said second data stream.

48. (Originally presented) A switch comprising:  
a first input connected to a first receiver;  
a second input connect to a second receiver; and  
an output for providing one of said first input and said second input device to an output device, wherein said switch switches between said first input and said second output in response to a remotely originated command.

49. (Originally presented) A method for creating a virtual media channel, comprising:  
monitoring a first signal for cue data, wherein said first signal includes national programming;  
generating an avail profile using said cue data;  
selecting a delivery commitment that can be satisfied by said avail profile, wherein local program content is associated with said delivery commitment;  
transmitting a second signal with said local program content according to said avail profile; and  
causing a receiving device located at or near the point of reception by an end user to switch between said first signal and said second signal.

50. (Originally presented) The method of claim 49, wherein said causing a receiving device to switch between said first signal and said second signal comprises sending a switch command.

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51. (Originally presented) The method of claim 50, wherein said sending a switch command comprises broadcasting a switch command.

52. (Originally presented) The method of claim 51, wherein said broadcasting a switch command comprises broadcasting a switch command over a direct broadcast satellite signal.

53. (Originally presented) The method of claim 51, wherein said broadcasting a switch command comprises broadcasting a switch command over a broadcast television signal.

54. (Originally presented) The method of claim 50, wherein said sending a switch command comprises sending a switch command over a cable network.

55. (Originally presented) The method of claim 50, wherein said sending a switch command comprises sending a switch command over a telecommunications network.

56. (Originally presented) The method of claim 49, wherein said transmitting a second signal with said local program content comprises transmitting a second signal with advertising content.

57. (Originally presented) The method of claim 49, wherein said transmitting a second signal with said local program content comprises transmitting a second signal with data delivery content.

58. (Originally presented) A method for delivering a program stream to an end user comprising:

- maintaining a database of available inventory for the delivery of program streams;
- receiving a request regarding delivery of a program stream within said available inventory;
- scheduling said program stream for delivery;
- delivering said program stream to the end user; and
- verifying that said program stream was delivered.

59. (Originally presented) The method of claim 58, wherein said receiving a request regarding delivery of a program stream comprises receiving a request regarding delivery, including reach and frequency, of a program stream.

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60. (Originally presented) The method of claim 58, wherein said receiving a request regarding delivery of a program stream comprises receiving a request regarding delivery of a program stream in a specific program timeslot.

61. (Originally presented) The method of claim 58, further comprising determining whether said request can be met by said available inventory.

62. (Originally presented) The method of claim 58, further comprising allowing a requestor to browse said available inventory.

63. (Originally presented) The method of claim 62, wherein said allowing a requestor to browse said available inventory comprises allowing a requestor to specify parameters to classify said available inventory.

64. (Originally presented) The method of claim 58, wherein said scheduling said program stream for delivery comprises generating a delivery commitment profile regarding delivery of said program stream including at least one of an intended recipient, a size of said delivery, a time limitation associated with said delivery, a location of said program stream, a level of execution priority, and a make-good right.

65. (Originally presented) The method of claim 58, further comprising receiving said program stream.

66. (Originally presented) The method of claim 58, further comprising receiving location indicia associated with said program stream.

67. (Originally presented) The method of claim 66, wherein said receiving location indicia comprises receiving a URL address from which said program stream can be retrieved.

68. (Originally presented) The method of claim 64, further comprising distributing said delivery commitment to a local content provider.

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69. (Originally presented) The method of claim 68, wherein said distributing said delivery commitment comprises distributing said delivery commitment to a local content provider for assigning said delivery commitment against its local available inventory.

70. (Originally presented) The method of claim 58, wherein said step of delivering said program stream comprises monitoring a program channel for cue data.

71. (Originally presented) The method of claim 70, further comprising generating an avail profile based on said cue data, said avail profile including at least one of an applicable program channel, an exact time of an available local program segment, a length of said available local program segment, and a viewership profile of said local program segment.

72. (Originally presented) The method of claim 71, further comprising determining whether said avail profile fulfills obligations associated with said program stream scheduled for delivery.

73. (Originally presented) The method of claim 72, further comprising causing delivery of said program stream if said avail profile fulfills said obligations.

74. (Originally presented) The method of claim 73, wherein said causing delivery of said program stream comprises causing real-time delivery of said program stream.

75. (Originally presented) The method of claim 72, further comprising determining whether said avail profile fulfills obligations associated with another program stream scheduled for delivery.

76. (Originally presented) The method of claim 75, further comprising determining which of said program stream and said another program stream has higher priority.

77. (Originally presented) The method of claim 58, wherein said verifying that said program stream was delivered comprises receiving information from an end user receiving device regarding delivery of said program stream.

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78. (Originally presented) A method for providing a local program stream to an end user receiving a national program stream:

monitoring said national program stream for indicia regarding a local program segment;  
transmitting said local program stream during said local program segment;  
causing an end user receiving device to switch between said national program stream and said local program stream at the start of said local program segment.

79. (Originally presented) A method for providing an electronic exchange for delivery commitments comprising:

providing an electronic interface to a plurality of buyers and sellers of delivery commitments;

receiving a post from a seller for bandwidth that can be used to satisfy a delivery commitment;

maintaining said post of bandwidth in an available inventory database; and

receiving a bid from a buyer to purchase a delivery commitment to be satisfied from said available inventory.

80. (Originally presented) The method of claim 79, further comprising receiving a request from said buyer to review said available inventory database.

81. (Originally presented) The method of claim 79, further comprising selling said delivery commitment to said buyer.

82. (Originally presented) The method of claim 79, further comprising scheduling at least a portion of said delivery commitment.

83. (Originally presented) The method of claim 82, further comprising automatically executing said scheduled delivery commitment.

84. (Originally presented) The method of claim 83, further comprising verifying said execution of said delivery commitment.

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85. (Originally presented) The method of claim 83, further comprising scheduling a remaining portion of said delivery commitment not executed.

86. (Originally presented) The method of claim 82, further comprising:  
receiving a bid from a second buyer to purchase a second delivery commitment to be satisfied from said available inventory; and  
prioritizing said delivery commitment and said second delivery commitment to determine an order of executing same.

87. (Originally presented) The method of claim 86, wherein said prioritizing comprises:  
forwarding said delivery commitment and said second delivery commitment to a local command server;  
forwarding a degree of fulfillment for each of said delivery commitments to said local command server; and  
determining a priority for each of said delivery commitments based on said degree of fulfillment.

88. (Originally presented) A method for prioritizing delivery commitments comprising:  
scheduling a first delivery commitment based on a first priority;  
scheduling a second delivery commitment in accordance with said first priority;  
executing at least a portion of said first delivery commitment thereby establishing a degree of fulfillment for said first delivery commitment; and  
determining an adjusted priority based on said degree of fulfillment.

89. (Originally presented) The method of claim 88, wherein said scheduling a first delivery commitment comprises scheduling said first delivery commitment in each of a plurality of local markets, wherein said executing at least a portion of said first delivery commitment comprises executing at least a portion of said first delivery commitment in each of said plurality of local markets thereby establishing a degree of fulfillment for said first delivery commitment in each of said plurality of local markets, and wherein said determining an adjusted priority comprises determining an adjusted priority for each of said plurality of local markets.

90. (Originally presented) A system for sending a data file to a end user comprising:

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a direct television system for transmitting the data file to an end user receiving device; and  
a network command server for providing a network command to said end user receiving device to initiate receipt of the data file by said end user receiving device.

91. (Originally presented) The system of claim 90, wherein said end user receiving device includes a storage device for storing the data file.

92. (Originally presented) The system of claim 90, wherein said network command server includes an interface for an end user to specify delivery parameters for the data file.

93. (Originally presented) The system of claim 90, wherein said network command server provides a network command to a plurality of end user receiving devices to initiate receipt of the data file by each of said plurality of end user receiving devices.

94. (New) A method for controlling an end-user receiving device, comprising:  
receiving a command from a remote user;  
receiving a first program signal;  
receiving a second program signal; and  
selecting one of the first program signal and the second program signal for the end-user receiving device based on the command, the remote user being remote from the end-user receiving device.

95. (New) The method of claim 94, wherein receiving the command includes linking to a public switched telephone network.

96. (New) The method of claim 94, wherein receiving the command includes linking to a Web-based interface.

97. (New) The method of claim 94, wherein receiving the command includes linking to the Internet.

98. (New) The method of claim 94, wherein receiving the command includes linking to a telecommunications network.

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99. (New) A system, comprising:

a remote user interface, the remote user interface configured to receive a command from a remote user;

a master command server coupled to the remote user interface;

a program channel coupled to the master command server, the program channel including a first program signal and a second program signal; and

an interface to an end-user receiving device, the interface to the end-user coupled to the master command server, the master command server configured to select one of the first program signal and the second program signal for output to the interface to the end-user receiving device based on the command.

100. (New) The system of claim 99, wherein the remote user interface includes a public switched telephone network.

101. (New) The system of claim 99, wherein the remote user interface includes a Web-based interface.

102. (New) The system of claim 99, wherein the remote user interface includes the Internet.

103. (New) The system of claim 99, wherein the remote user interface includes a telecommunications network.

104. (New) A system comprising:

means for receiving a command from a remote user;

a program channel coupled to the means for receiving a command, the program channel configured to receive the command, the program channel having a first user signal and a second user signal;

a local command server coupled to the program channel and configured to receive the command from the program channel and output a digital television signal based on the command; and

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an end-user receiving device coupled to the program channel and the local command server, the end-user receiving device configured to select one of the first user signal, the second user signal and the digital television signal based on the command.

105. (New) The system of claim 104, wherein the means for receiving a command includes a public switched telephone network.

106. (New) The system of claim 104, wherein the means for receiving a command includes a Web-based interface.

107. (New) The system of claim 104, wherein the means for receiving a command includes the Internet.

108. (New) The system of claim 104, wherein the means for receiving a command includes a telecommunications network.

109. (New) The method of claim 1, wherein receiving the network command includes linking to a public switched telephone network.

110. (New) The method of claim 1, wherein receiving the network command includes linking to a Web-based interface.

111. (New) The method of claim 1, wherein receiving the network command includes linking to the Internet.

112. (New) The method of claim 1, wherein receiving the network command includes linking to a telecommunications network.

113. (New) The method of claim 17, wherein receiving the command includes linking to a public switched telephone network.

114. (New) The method of claim 17, wherein receiving the command includes linking to a Web-based interface.

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115. (New) The method of claim 17, wherein receiving the command includes linking to the Internet.

116. (New) The method of claim 17, wherein receiving the command includes linking to a telecommunications network.

117. (New) The receiving device of claim 30, wherein the third receiver channel includes an interface to a public switched telephone network.

118. (New) The receiving device of claim 30, wherein the third receiver channel includes an interface to a Web-based user interface.

119. (New) The receiving device of claim 30, wherein the third receiver channel includes an interface to the Internet.

120. (New) The receiving device of claim 30, wherein the third receiver channel includes an interface to a telecommunications network.

121. (New) The method of claim 58, wherein receiving a request includes coupling to a public switched telephone network.

122. (New) The method of claim 58, wherein receiving a request includes coupling to a Web-based interface.

123. (New) The method of claim 58, wherein receiving a request includes coupling to the Internet.

124. (New) The method of claim 58, wherein receiving a request includes coupling to a telecommunications network.

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